

# fashion calendar

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9/2/57

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8 EAST 77th STREET  
NEW YORK 21, N. Y.  
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 2, 1957</u>			
Sept. 2	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 3 10:00 A.M.	PRESS PREVIEW: FASHIONS BY SUZY PERETTE By invitation. Showing for customers, Thursday, Sept. 5 at 6:00 P.M. on 3rd floor. Publicity: Virginia Woodruff Associates, WI. 7-6740.	RUSSEKS FIFTH AVENUE	8TH FLOOR
Tuesday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Sept. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF ACCESSORIES BAZAAR Press preview of accessory imports for newspaper and magazine editors. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Tuesday Sept. 3	OPENING: FRENCH IMPORTS AND HOLIDAY FASHIONS Mignon will present their French imports and Holiday collection. Continuous daily thereafter. Contact: Florence Farmer, BR. 9-5991.	R. MIGNON & SONS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Sept. 3	"THREE-WAY LIFE": PROMOTION DISCUSSIONS Holiday ready-to-wear and accessories from October-November issues; discussions of store merchandise, promotion and display tie-in opportunities. For appointments, contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Tuesday Sept. 3	OPENING: HOLIDAY AND RESORT KNITTED FASHIONS Press by appointment. Publicity: Rose Hilton, MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	1410 BROADWAY SHOWROOM - 24TH FLOOR
Beginning Tuesday Sept. 3	OPENING: CHILDREN'S HOLIDAY DRESSES By appointment. Publicity: Rose Hilton, MU. 5-5133.	CELESTE, INC.	1350 BROADWAY SHOWROOM - 3RD FLOOR
Wednesday Sept. 4 9:00 A.M. Coffee	PRESS PREVIEW: NEW SHOE COLLECTION "Vive Promette"--introduction of new shoe collection. By invitation. Contact: Arthur See, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR SHOE SALON
Wednesday Sept. 4 11:30 A.M.	PRESS PREVIEW OF SOPHIE ORIGINALS Saks Fifth Avenue will show their custom-order collection of costumes, furs and millinery, designed by Sophie. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	611 FIFTH AVENUE SALON - 3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Peck & Peck will preview their fine Fall fashions to the press. By invitation. Publicity: Dorothy Jane Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE EXEC. OFFICES-6TH FL.
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR "The Chameleon"--new kind of swimwear by John Weitz, will be presented to the press. By invitation only. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ FOR ELON OF CALIFORNIA	1407 CLUB 1407 BROADWAY
Thursday Sept. 5 10:30 A.M.	PREVIEW: CHARLES JAMES BORGANA COAT COLLECTION Press preview of coats made by Borgana Division of Albrecht of St. Paul. For press and buyers. By invitation. Contact: PL. 3-5885.	CHARLES JAMES	12 EAST 57TH STREET SALON - 4TH FLOOR
Thursday Sept. 5 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Arnold Constable will present their collection of Fall millinery to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Thursday Sept. 5 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Hattie Carnegie will preview custom-order fashions to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Saturday Sept. 7 12:30 P.M.	PREVIEW OF SUB-TEEN FASHIONS FOR FALL By invitation. Publicity: Dorothy Parr, Market 4-2400.	BAMBERGER'S (NEWARK, N.J.)	4TH FLOOR CHARM COURT
Monday Sept. 9- Sept. 11 9:30 A.M.	PREVIEW: RESORT & SPRING SHOE COLLECTION Mademoiselle will preview the Resort and Advance Spring shoe collection. By invitation. Contact: Carolyn Saks, LO. 4-3350.	MADemoISELLE SHOES	350 FIFTH AVENUE SHOWROOM - SUITE 7419
Wednesday Sept. 9 10:30 A.M.; 2:30 P.M.	OPENING OF HOLIDAY LINGERIE COLLECTION A group of "Christmas Stars"--Holiday lingerie with highlights from the Fall and Winter collection. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7872. Vanity Fair Contact: Dorothy Tivis, JU. 2-6767.	VANITY FAIR LINGERIE	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 9 11:00 A.M.	PRESS PREVIEW OF BENDEL ORIGINALS Preview for the press of Bendel originals. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.	HENRI BENDEL, INC.	10 WEST 57TH STREET 9TH FLOOR
Monday Sept. 9 Evening; Tuesday Sept. 10 Noon	ANNUAL FASHION AWARD AT EXPOSITION IN DALLAS Neiman-Marcus and Rolls Royce, Ltd. will jointly present the Neiman-Marcus Twentieth Annual Award to Mlle. Gabrielle Chanel, for distinguished service in the field of fashion. N.Y. Contact: Kay Kerr, LO. 4-1200; or Warren Leslie at Neiman-Marcus, Dallas.	NEIMAN-MARCUS & ROLLS ROYCE, LTD.	DALLAS, TEXAS
Beginning Monday Sept. 9	OPENING OF JUNIOR HOLIDAY COLLECTION Publicity: Terry Mayer, BR. 9-6560.	HAYETTE JUNIOR	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 9	OPENING: HOLIDAY BOYS' WEAR COLLECTION Hi-Line's Ivy League and sportswear collection for infants and boys, sizes 2-4, 3-7. By appointment. Publicity: Ruth Shaw, WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Cancelled Sept. 10	GIMBELS PRESS PREVIEW OF FALL AND HOLIDAY SHOES, ORIGINALLY SCHEDULED FOR SEPTEMBER 10 AT 9:30 A.M., HAS BEEN CANCELLED.		
Beginning Tuesday Sept. 10 11:00 A.M.	OPENING: RESORT AND HOLIDAY COLLECTIONS Will Saunders of Arkay at 11:00 A.M.; Rappi (misses and juniors) at 2:00; Anne Fogarty of Margot, beginning <u>Wednesday, Sept. 11 at 3:00 P.M.</u> Contact: Margot--Nancy English; Arkay and Rappi--Elsa Brown, LO. 5-2626.	ARKAY; RAPPI, INC.; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Sept. 10 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of Fall Hattie Carnegie Originals. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie Contact: Ruth Smith, PL. 5-2600; Waldorf: James Lawler, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 10 1:00 P.M.	PREVIEW: CRUISE AND HOLIDAY JUNIOR FASHIONS Cruise and Holiday junior collection designed by Lee Evans, with <u>showings at 1:00 P.M., Sept. 10-12.</u> By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Sept. 10 2:00 P.M.	PREVIEW: HOLIDAY AND RESORT JUNIOR FASHIONS Junior collection designed by Betty Carol, including Resort, Holiday and early Spring. By invitation. Contact: Bettye Whiteman, CH. 4-8876.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Sept. 10 3:00 P.M. Cocktails	PRESS PREVIEW OF FUR FASHIONS Russeks will present their Fall and Winter fur collection to the press. By invitation. Publicity: Virginia Woodruff Associates, WI. 7-6740.	RUSSEKS FIFTH AVENUE	SAVOY PLAZA HOTEL RUSSEKS SALON
Tuesday Sept. 10 4:00 P.M. Cocktails	PREVIEW: HOLIDAY AND EARLY SPRING FASHIONS Junior Accent will preview their collection of dresses and ensembles in their new showroom. By invitation. Contact: Morgan Miller, IO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 10	OPENING: HOLIDAY JUNIOR COLLECTION Showings by appointment. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Sept. 10	OPENING: RESORT COLLECTION OF COATS By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Sept. 11 10:00 A.M.	PRESS PREVIEW OF FALL SHOES By invitation. Publicity: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	350 FIFTH AVENUE ROOM 218



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 11 12:30 P.M. Luncheon	CUSTOM FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Martier-Raymond contact: PL. 3-0020.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 11 3:00 P.M. Champagne	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 11 4:30 P.M.- 6:00 P.M. Cocktails	PREVIEW OF EXECUTIVE SUITES Preview of executive suites, featuring a "musical memorandum"; introducing the winner of "Contest for Secretaries". Showing at 5:00 P.M. By invitation. Contact: Mary Ford, Exec. Furn. Guild, 141 E. 44th St., OX. 7-4450.	EXECUTIVE FURNITURE GUILD OF AMERICA	HOTEL AMBASSADOR TRIAXON ROOM
Thursday Sept. 12 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTS AND COPIES Ohrbach's coats, suits and dresses from Paris, Italy and London, showing originals and copies. By invitation. Publ.: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Thursday Sept. 12 10:00 A.M.- 5:00 P.M.	OPEN HOUSE: BRITISH READY-TO-WEAR FASHIONS "Elizabeth Collection"--flown over by BOAC, will be shown in 19 cities in the U.S.A. and Canada. For press, buying offices and retail stores. By invitation. Publicity: Rosemary Sheehan, 27 E. 37th St., MU. 5-1280.	BRITISH-READY-TO-WEAR MANUFACTURERS	27 EAST 37TH STREET
Thursday Sept. 12 11:00 A.M.	PRESS PREVIEW OF FALL SHOE FASHIONS Preview of Fall Shoe collection. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	STREET FLOOR SHOE SALON
Thursday Sept. 12- Sept. 13 12:15 P.M. Luncheon	LUNCHEON FOR BEAUTY EDITORS Introduction of "Memo", a new product for women, by the makers of "Wash-'n-Dri." By invitation. Publicity: Jim Simpson at Ellington & Co., 535 Fifth Ave., MU. 7-4300.	R.R. WILLIAMS, INC. (NEW CANAAN, CONN.)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday Sept. 12 12:30 P.M. Luncheon	TATIANA OF SAKS CUSTOM MILLINERY Press showing of Fall custom-made millinery designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Thursday Sept. 12 12:30 P.M. Luncheon	FASHIONS BY BRANELL AT LUNCHEON SHOW Press by invitation. Public by reservation. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130.	BEST & CO.	WALDORF-ASTORIA PEACOCK LOUNGE
Tuesday Sept. 12 12:30 P.M. Luncheon	FALL COATS & SUITS AT LUNCHEON SHOW Collection available at Lord & Taylor. Press by invitation. Public by reservation. Fashion Director and Producer: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL	PLAZA HOTEL PERSIAN ROOM



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Thursday Sept. 12 3:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Thursday Sept. 12- Sept. 22	EIGHTH ANNUAL HOME FURNISHINGS SHOW Publ.: Nan Morrison, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Monday Sept. 16 9:30 A.M. Coffee	PRESS PREVIEW: FALL AND WINTER FASHIONS Preview of Fall and Winter collection by leading American designers. By invitation. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Monday Sept. 16 11:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Russeks will present imports and copies to the press. By invitation. Customer showing, Thursday Sept. 19 at 6:00 P.M. on 3rd floor. Publicity: Virginia Woodruff Associates, WI. 7-6740.	RUSSEKS FIFTH AVENUE	8TH FLOOR
Monday Sept. 16 12:15 P.M.; 6:00 P.M.	FALL FASHIONS BY GLORIA SWANSON "Reflections of Fashion"--showing of Fall fashions designed by Gloria Swanson. Press invited. Open to public. Publ.: Arthur See, IA. 4-7000.	SAKS 34TH STREET	5TH FLOOR
Monday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS BY ESTEVEZ AT LUNCHEON Fall collection by Luis Estevez, available at Lord & Taylor, at first luncheon of the month. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI.6-1790.	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Beginning Monday Sept. 16	OPENING: HOLIDAY AND RESORT COLLECTION Continuous showings of Holiday and Resort dresses.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR Contact: CH. 4-3488.
Tuesday Sept. 17 9:00 A.M.	MALBE COORDINATES OF BARTACOTONE Preview of Malbe Holiday and at-home coordinates of bartacotone, fine Italian cotton, to press and buyers. By invitation. Publicity: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES (1407 B'WAY)	THE HARWYN 112 EAST 52ND STREET
Monday Sept. 17 9:00 A.M. Breakfast	PRESS PREVIEW OF SHOE FASHIONS "Room Of The Shoe"--opening of Russeks' new shoe salon. By invitation. Publicity: Virginia Woodruff Associates, WI. 7-6740.	RUSSEKS FIFTH AVENUE	STREET FLOOR
Tuesday Sept. 17 10:30 A.M.	OPENING OF RESORT COLLECTION Coordinates, separates and dresses will be presented at 10:30 A.M., Sept. 17-20. By invitation. Contact: Harriette Wittman, PE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Tuesday Sept. 17 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman preview of Bernard Newman originals and Fall fashions by Curiel of Italy. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR



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Tuesday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable's 132nd Anniversary, with a showing of Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU, 5-2300.	ARNOLD CONSTABLE	WALDORF ASTORIA EMPIRE ROOM
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION Elizabeth Arden will invite the press to preview her collection, designed by Count Sarini. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday Sept. 18 10:00 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS "Your Fashion Horoscope"--highlights from a collection by leading designers. Customer showings, Sept. 18 and 19 at 2:45 P.M. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
Wednesday Sept. 18 10:30 A.M.; 2:30 P.M.	PRESS PREVIEW OF RESORT COLLECTION "Salt Water U.S.A."--John Weitz will introduce fashions from four American seaports. By invitation. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	1407 BROADWAY SHOWROOM - 31ST FLOOR
Wednesday Sept. 18 12:00 Noon Luncheon	HOME FASHIONS LUNCHEON MEETING "Innocents Abroad--America's Influence On Europe". Demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
Wednesday Sept. 18 2:30 P.M. Cocktails	SPECIAL CONFERENCE ON FORMAL FASHIONS Special Meeting--"Remember Go Formal New Year's Eve". Theme: "The Bells Are Ringing"--Host and Hostess: Judy Holliday and Sydney Chaplin. By invitation. Publ.: Saul Richman Assoc., 151 E. 50th St., MU. 8-1770.	S. RUDOFKER'S SONS ("AFTER SIX FORMALS")	WALDORF-ASTORIA WEST FOYER
Wednesday Sept. 18 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS By invitation. Publicity: Nona James, 23 East 39th St., MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 18 3:30 P.M. Cocktails	PREVIEW: RESORT & HOLIDAY FASHIONS Lady Guilford will present a collection of Hope Mathews' country separates. By invitation. Contact: Angela Coppa, LA. 4-2398.	LADY GUILFORD (1384 BROADWAY)	HOTEL WARWICK
Wednesday Sept. 18 4:00 P.M. Tea	PRESS PREVIEW OF HOLIDAY LINGERIE Holiday lingerie with highlights from Fall and Winter collection. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	VANITY FAIR LINGERIE	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 19 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Edward Abbott's Fall cocktail and evening collection designed by Wilson Folmar, available at "Miss Bergdorf" Shop. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EDWARD ABBOTT, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM



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Thursday Sept. 19 4:00 P.M.- 6:00 P.M.	PREVIEW OF SWIMSUIT COLLECTION Preview of 1958 Cruise and Summer swimsuits and playclothes. By invitation. Publicity: Kay Wilson at Catalina, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday Sept. 20 9:00 A.M.& 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Commentator: Carmel Snow, editor, "Harper's Bazaar." Prices--Breakfast: \$5.50, members; \$8.00, guest; Luncheon: \$7.50, members; \$10.00, guest (one per member). Co-Chairmen: Margaret deMille and Bettina Ballard. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Sept. 23 11:00 A.M.	PRESS PREVIEW: FRENCH BOUTIQUE FASHIONS Showing of Bendel's French boutique fashions to the press. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.	HENRI BENDEL, INC.	10 WEST 57TH STREET
Monday Sept. 23 12:30 P.M. Luncheon	FALL COLLECTION AT FASHION SHOW Showing of Richard Cole's daytime and evening fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Monday Sept. 23 3:30 P.M. Cocktails	PREVIEW: CRUISE AND SUMMER SWIMSUITS Roxanne will present a preview of their 1958 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO. (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will present a press preview of Boussac prints on American cottons; <u>Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers.</u> By invitation. Contact: Marcelle Feybusch, OX. 5-1700.	FULLER FABRICS	STEVENS BUILDING 1460 B'WAY - 2ND FL.
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Tuesday Sept. 24 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will preview their collection of gifts and antiques to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 24 12:30 P.M. Luncheon	FALL CUSTOM FASHIONS AT LUNCHEON SHOW Showing of Fall custom-made collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677.	FONTAYNE (331 E. 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMSUITS AND TRAVEL WARDROBE Resort and Spring preview of Jantzen swimsuits and sunclothes; also travel wardrobe of coats, suits and dresses, designed by Jeri Holmes. By invitation. Publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVE.)	HOTEL PIERRE GRAND BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 25 12:30 P.M. Luncheon	BEN GERSHEL FASHIONS AT LUNCHEON SHOW Press by invitation. Public by reservation. Altman Publicity: Eleanor Horton, MU. 9-7000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Sept. 26	ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday).		
Friday Sept. 27 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Bergdorf Goodman will preview their Fall and Winter furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Sept. 30 4:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING SEPARATES Haymaker's Resort and Spring collection of shirts and separates to press and buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, SEPT. 30</u>			
Zoltan Rosenberg Co.	2.30 P.M.	550 7th, LA.	4-6691
<u>TUESDAY, OCT. 1</u>			
Kane-Weill.	10:30 A.M.	498 7th, LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th, LA.	4-9724
<u>WEDNESDAY, OCT. 2</u>			
Davidow.	By appointment.	550 7th, PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA.	4-2577

Tuesday Oct. 1 9:30 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal-Fredy Schey, 419 East 57th Street, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Beginning Tuesday Oct. 1 10:30 A.M.	OPENING: RESORT AND EARLY SPRING COLLECTION Kane-Weill and Wiley Petites will be presented at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 1 11:00 A.M.	PRESS PREVIEW: RESORT AND HOLIDAY MILLINERY Miss Mary will present her Resort and Holiday millinery to the press and buyers. By invitation. Publicity: Maud G. Moody, 347 Fifth, LE. 2-5562.	MISS MARY	37 WEST 57TH STREET SALON
Tuesday Oct. 1 12:30 P.M. Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of 23 Awards to designers from five nations for diamond jewelry design and display, chosen from sketches submitted anonymously to selection committee. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 1 12:30 P.M. Luncheon	JANE DERBY'S COUTURE COLLECTION AT LUNCHEON De Pinna will present Jane Derby's couture fashions. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Helen Daub, MU. 8-2000. Produced by Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL AMBASSADOR BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 1 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE & RESORT FASHIONS Press preview of swimwear, sportswear and dresses designed by Greta Plattry. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th St., PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Tuesday Oct. 1 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING DRESSES David Crystal will present their collection of Resort and Spring dresses to press and buyers. By invitation. <u>Thereafter at 10:30 A.M.</u> Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Oct. 2 9:15 A.M. Breakfast	PRESS PREVIEW: HOLIDAY AND CRUISE FASHIONS Preview of Cashmere coordinates, ensembles and dresses. By invitation. Contact: WI. 7-1830. Publicity: Margaret Hodge, 15 E. 48th St., PL. 5-7630.	NANETTE CASHMERES, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday Oct. 2 2:30 P.M.	BRIGANCE: RESORT-SPRING PRESS PREVIEW Preview of Brigance's Resort and Spring beachwear, playclothes, separates and at-home fashions. By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Oct. 2 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS Preview of Korrigan Lesur's Spring and Resort sweater collection. <u>Showing at 4:30 P.M.</u> By invitation. Publ: Ruth Hammer, 2 W. 59th St., EL. 5-7872.	KORRIGAN LESUR CORP. (580 FIFTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW: 1958 COLE & DIOR SWIM FASHIONS Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. <u>Showing at 9:30 A.M.</u> By invitation. N.Y. Contact: 1407 B'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 3 10:30 A.M.	OPENING OF RESORT- SPRING COLLECTION Tina Leser will present her Resort and Spring fashions at 10:30 A.M. daily. Contact: James Howley, LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 3 12:00 Noon	FABRICS DIVISION LUNCHEON MEETING Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Thursday Oct. 3 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Friday Oct. 4 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 10 and 15 at 11:00 A.M. By invitation and reservation. Contact: WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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Oct. 5      YOM KIPPUR -- Jewish Day of Atonement (Saturday).

SPRING-RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)			
Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. ( 7 Fl.)	LO. 4-3923
Oct. 7	HARVEY BERIN, LTD.	530 7th Ave. ( 7 Fl.)	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. ( 7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (12 Fl.)	WI. 7-4077
	GRABOIS.	498 7th Ave. ( 5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave. (16 Fl.)	BR. 9-8394
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. ( 9 Fl.)	LO. 4-1860
	JOBERE, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498 7th Ave. ( 4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498 7th Ave. ( 7 Fl.)	WI. 7-5374
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. ( 7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47th St. ( 7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. ( 2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617

Monday	OPENING: SPRING AND	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE
Oct. 7	RESORT COLLECTION		SHOWROOM - 6TH FLOOR
2:00 P.M.	Showing of Spring and Resort cocktail fashions. Thereafter, daily at 2:00 P.M. Contact: LO. 4-3600. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.		

Monday	SPRING COLLECTION	GRENELLE-ESTEVEZ, LTD.	WALDORF-ASTORIA
Oct. 7	BY LUIS ESTEVEZ	(550 SEVENTH AVENUE)	JADE SUITE
4:00 P.M.-	Preview of Resort and Spring fashions, designed by Luis Estevez. By		
7:00 P.M.	invitation. <u>Trade showings thereafter at 12:00 Noon in showroom.</u> Contact:		
Cocktails	Elizabeth Harris, LO. 4-5820.		

Tuesday	PREVIEW: RESORT AND	HANNAH TROY	530 SEVENTH AVENUE
Oct. 8	EARLY SPRING FASHIONS		SHOWROOM - 2ND FLOOR
12:30 P.M.	By invitation. Showings thereafter on Tuesdays, Wednesdays and Thursdays.		
Luncheon	Contact: LO. 3-8988. Publ: Vera Bacal-Fredy Schey, 419 E. 57, PL. 3-8421.		

Beginning	OPENING: RESORT AND	CLAIRE MCCARDELL	550 SEVENTH AVENUE
Tuesday	SPRING COLLECTION	(TOWNLEY FROCKS)	SHOWROOM - 2ND FLOOR
Oct. 8	Claire McCardell's Resort and Spring collection, with showings at 2:30 P.M.		
2:30 P.M.	daily. Contact: LO. 4-2155.		

Tuesday	SWIMWEAR FASHION	ROSE MARIE REID	WALDORF-ASTORIA
Oct. 8	SHOWING AT COCKTAILS		STARLIGHT ROOF
3:00 P.M.	Preview of the Rose Marie Reid 1958 swimsuit collection to press and buyers. By invitation. Publ: Virginia Dickson at Rose Marie Reid, PE. 6-6275.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 8 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, at Charles J. Charney, 101 W. 55 St., PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Oct. 8	OPENING: RESORT AND EARLY SPRING FASHIONS Collection designed by Walter Gerson. Continuous trade showings. Contact: LO. 3-0988. Publicity: Vera Bacal-Fredy Schey, 419 E. 57 St., PL. 3-8421.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions by Gunther Jaeckel will be presented during luncheon. Publicity: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER-JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 9 1:00 P.M.	OPENING OF CRUISE & SPRING FASHIONS Showing of daytime and evening collection. Thereafter at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Women's and girls' Resort and Spring fashions. <u>Showing at 4:30 P.M.</u> By invitation. Contact: Barbara McGinniss, BR. 9-1974.	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday Oct. 10 4:00 P.M. Cocktails	PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS Donald Brooks will present his new collection of misses fashions to the press. <u>Showing at 4:30 P.M.</u> By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HEDGES, LTD. (36 WEST 38TH STREET)	HOTEL AMBASSADOR TRIANON ROOM
Monday Oct. 14 4:30 P.M.- 6:30 P.M. Cocktails	RESORT AND CRUISE FASHIONS ON S.S. NASSAU The Italian Silk Association will present a showing of Resort and Cruise fashions by leading designers and manufacturers. "Miss Italian Silk", will represent the Italian Silk Industry. By invitation. Publicity: Rasponi Assoc., Inc., 667 Madison Avenue, TE. 8-8171.	ITALIAN SILK ASS'N.	PIER 42 - MORTON ST. NORTH RIVER
Tuesday Oct. 15 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Preview of casual dresses and ensembles designed by Liz Claiborne. By invitation. Contact: LO. 5-2275. Publicity: Margaret Hodge, PL. 5-7630.	DAN KEILER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP
Tuesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Preview for press of Jane Derby's Spring couture fashions. <u>Trade showings Oct. 16-18; thereafter Tuesdays and Thursdays at 10:30 A.M.</u> By invitation. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 15 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Daily thereafter at 10:30 A.M. Contact: CH. 4-2659. Publicity: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR